

DIGITAL / Audience

Median Age: **36.7**
Male/Female: **60% / 40%**
Page Views: **28.4 Million**
Unique Visitors: **15.8 Million**

Inc.com readers are...

INFLUENTIAL LEADERS

76%	Business Owner/Decision Maker
77%	Opinion Leaders
46%	Top Management
48%	Have Chief Officer Job Responsibilities
43%	IT/Technology Purchase Decision Makers

“Business was born for us. It’s a tool. We can do with it whatever we want.”

BERT JACOBS
Life Is Good

VISIONARIES

69%	Risk Takers
75%	First of Their Friends and Colleagues to Try New Products and Services

“As an entrepreneur, I try to push the limits. Pedal to the metal.”

TRAVIS KALANICK
Uber

AFFLUENT

\$1.8M	Average Net Worth
\$327,029	Average Household Income
\$2.0M	Average Financial Accounts, Including Real Estate
49%	Prefer to Buy Luxury/Designer Brands

“Affluents (and especially Ultra Affluents) are particularly likely to be executives and entrepreneurs—high-spenders in their personal lives who shape consumer markets, and influential leaders whose business decisions can drive economic and job growth nationally.”

DR. STEPHEN KRAUSE
Ipsos

Sources: 2015 Inc.com User Study; 2016 Spring Ipsos Affluent Study; Omniture 2016